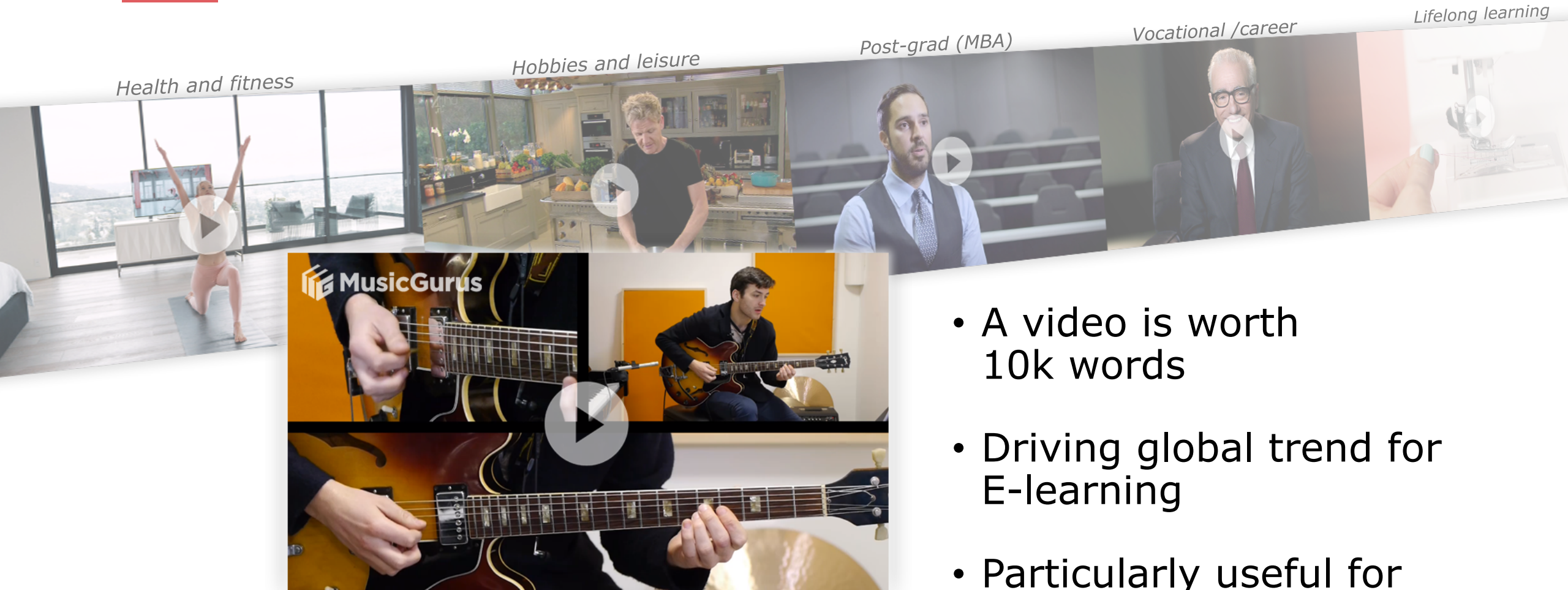




MusicGurus
for online learning

Video is disrupting learning



- A video is worth 10k words
- Driving global trend for E-learning
- Particularly useful for learning music

Disrupting industries

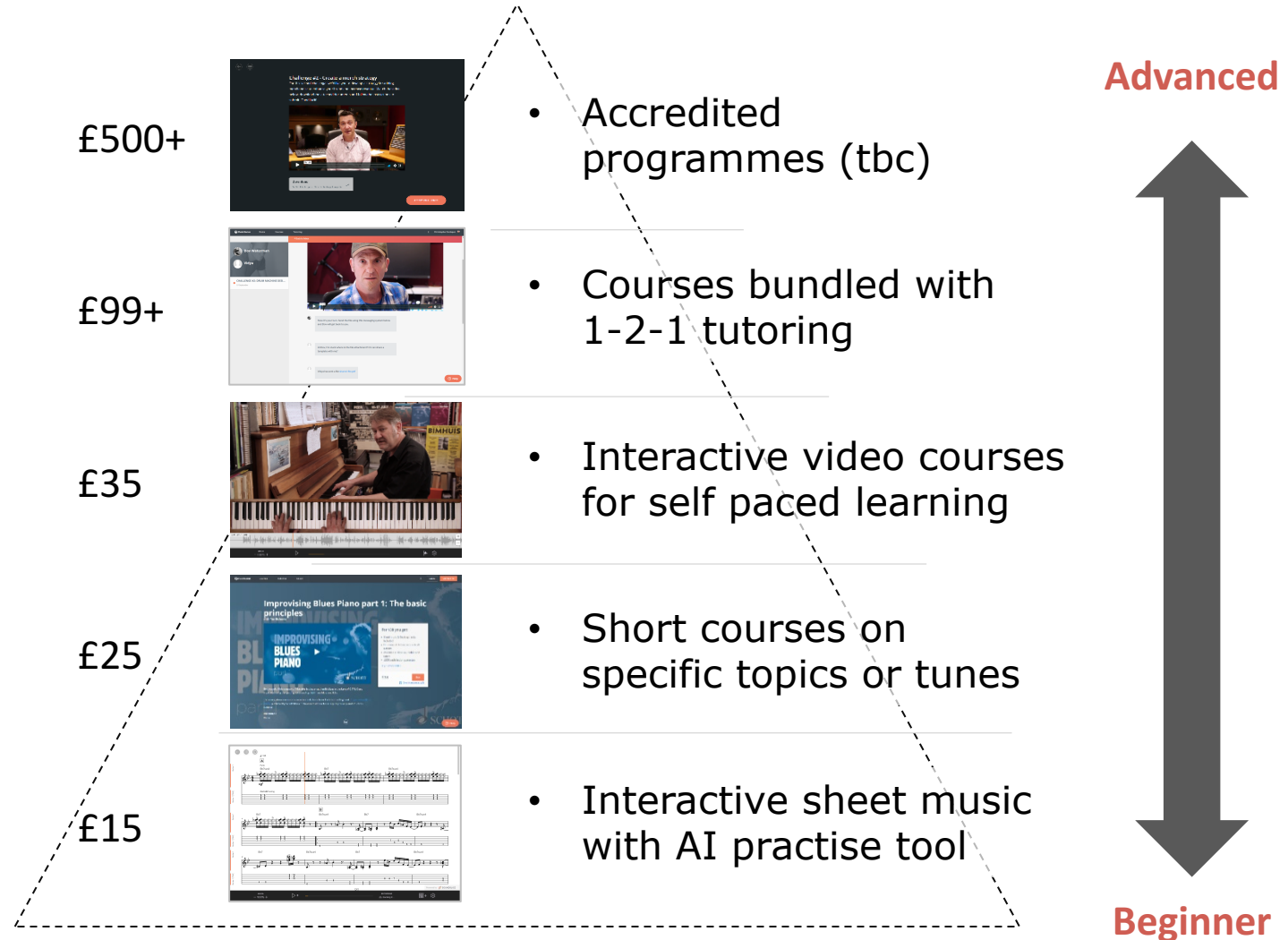


- E-learning is currently disrupting all sectors of education, a market currently worth \$165B forecast to grow to **\$240B** by 2024
- MusicGurus (MG) creates and sells specialist E-Learning courses for Music, a fragmented **\$15B global market** that is rapidly moving to digital products

Product range



MusicGurus leverages its partners' best-selling content...



...and adapts it into a range of digital products that suit all student types

Partnership strategy

- MG partners with **music industry leaders** to create and distribute E-learning products
- **Confirmed deals** to create >100 products in 2018 alone, on-boarding 4 new partners in 2019
- Rockschoo's 5,000+ teachers, reps and examiners will join the **MG affiliate sales programme**
- 250+ Rockschoo sales reps will distribute Mandarin subtitled **products in China (100m learners*)**
- **WHSmith to distribute** "MG Gift Cards" in its top 400 stores from Oct 2018

* Source BBC



The leading publisher for classical and contemporary music



Based at Tileyard Studios, the largest professional music community in Europe



Largest supplier of trombones in the world, leading publisher for wind and brass music



Non-profit supporting the artist community led by superstar artists (Imogen Heap, Annie Lennox, Radiohead)

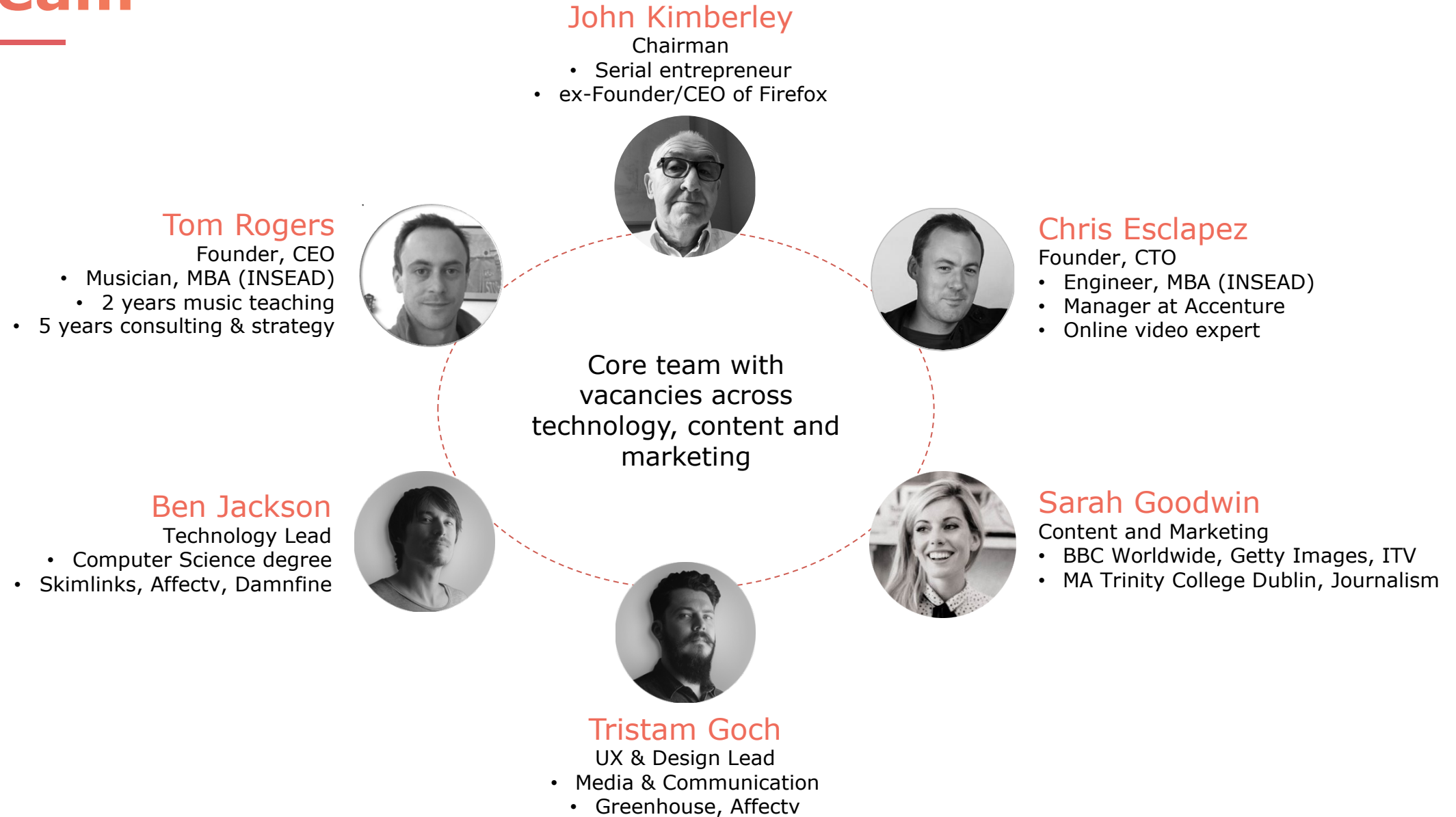


The leading name in contemporary arts qualifications



First retail chain in the world, FTSE 250

Team



Opportunity

Build the next major online learning platform just for music



Craftsy.com
Arts & crafts

\$80m revenue



MusicGurus.com
Music Learning

(tbc)

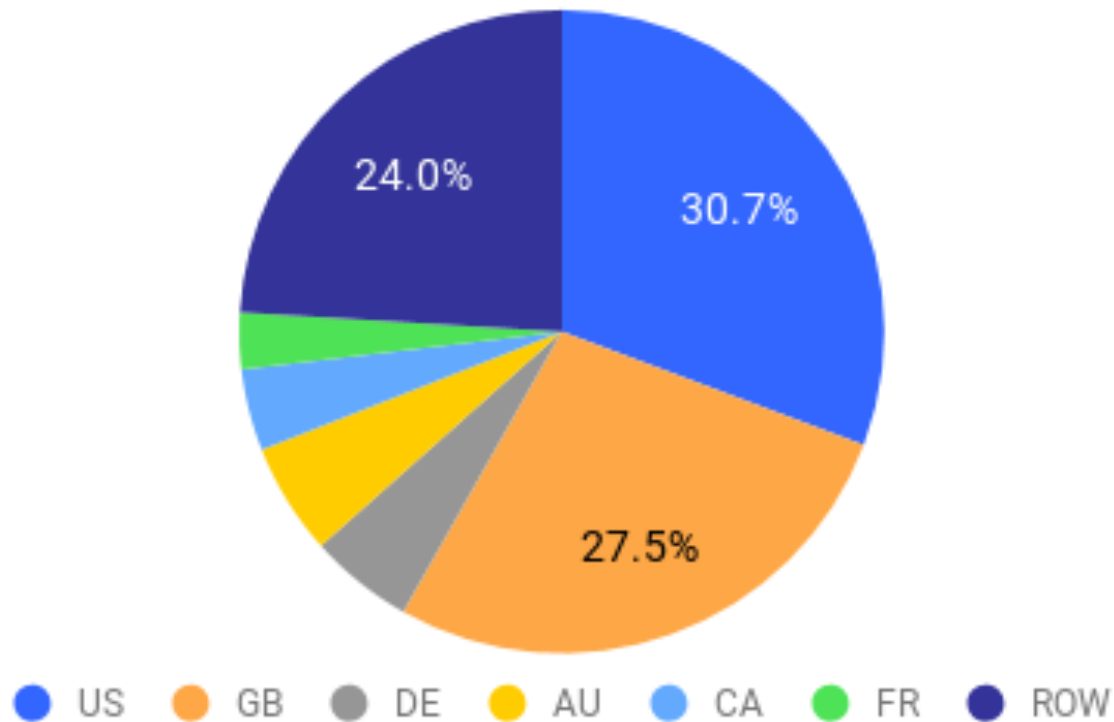


Lynda.com
Prof. development

Acquired for \$1.3b

Customers

MG customer base by location



- >10,000 students and 2000 customers internationally
- 27% sales to repeat customers buying follow on products
- Students 70% outside the UK aged 10-80



Thanks!

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